



INTRODUCING THE FOUNDER'S BARREL

Each year Kevin will make one barrel of awesomeness (60 cases) especially for this select group, starting with 2020 vintage.

For the inaugural barrel we will be blending a pinot noir from three different cool climate regions, Sonoma Coast, Mendocino, and Sta Rita Hills. The bottles will only ever be sold to the "Founders". After the inaugural vintage, this will become a yearly allocation with each level having access to different benefits. One initial buy-in includes your wine and benefits for the first year, then optional purchase in subsequent years.


MONTAGNE RUSSE WINERY

ENJOY THE RIDE



JOIN THE
FOUNDER'S BARREL
TODAY

+855-Go-Russe
info@russewines.com
www.russewines.com





BECOME THE ULTIMATE VIP

We believe it takes a community to build a successful winery. As we open our new tasting room and expand operations we invite you along for the ride with this special offer.



OUR NEW HEALDSBURG TASTING ROOM

FREE TASTINGS

Enjoy unlimited free tastings with your friends. If you can't make it, let your fiends "borrow" your benefits!

DISCOUNTS

Each level of the Founder' Barrel adds a new level of discounts over and above the normal club levels.

UPGRADED EXPERIENCES

Extra library pours, rare and unique wines, enhanced glassware. Your personal vinyl album onsite to enjoy on our turn-table.



YOUR PASSPORT
TO THE BEST OF
SONOMA WINE.

THE CAVES

Join us in the caves at Keller Estate for a special tasting for Founders. Barrel sampling, blending, and walking the vineyards. Be a winemaker for the day.



THE FOUNDER'S WINE

Each year winemaker Kevin Bersofsky will take you on a journey up and down the West Coast, blending one unique wine specifically for this special group. First year's dues include the wine along with benefits.

Each year after, you are automatically reserved for the next Founder's Barrel. The longer you continue on, the longer you maintain VIP status.

There will only be 100 memberships at any one time. Top level Founder's can ask for large formats as well.

COME ENJOY THE
FOUNDER'S
HARVEST PARTY
EACH FALL WITH
THE RUSSE TEAM

Le Meilleur (The Best)

D'Or (Gold)

D'Argent (Silver)

\$1,999

\$1,199

\$749

Wine/Tasting Room Discount

25%

20%

15%

Founders/Owner Harvest Party Tickets

4 (Extra \$75/pp)

3 (Extra \$100/pp)

2 (Extra \$125/pp)

Early Access to Club Pickup (Pre Party)

Included

Included

Included

Founders Bottles held on site to enjoy

Included

Included

Included

Access to Founders Barrel

2 cases (Choice of Large Format)

1 case (Choice of Large Format)

1/2 case (750ml only)

Custom Blending experience/Cave Tasting

Included

\$75/pp

\$150/pp

Free Shipping

Included

Included

\$25/Shipment

Benefits Last For

3 Years after last allocation

2 Years after last allocation

1 Years after last allocation

Enhanced Glassware
On Site

Included

\$10/pp

\$20/pp

Complimentary Guests

8 (Extra \$15/pp)

6 (Extra \$20/pp)

4 (Extra \$25/pp)

Extended Guest Benefits per visit (Passport)

4

3

2

Personal Vinyl Record on Stored Site

Included

Included

\$35

Zoom Tasting

Included

\$50

\$100

Memberships Available

15

35

50

Frequently Asked Questions:

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1. Do I have to be a current club member to be part of the Founder's Barrel?

- No...but current club members will be given first access to the 100 memberships.

2. Is the wine extra?

- No. Each year your payment includes both your wine and membership benefits.

3. How does this affect my current club membership?

- Think of it as an add on. This is essentially an extra wine that no one else gets. You get the higher level of benefits, i.e. the Founder's Barrel benefits are likely better (discounts, free shipping, events, etc.). Those benefits are applied to your club shipments and purchases.

4. Do I have to purchase the wine each year?

- Nope. However if you don't take the next shipment, your benefits will start to sunset. If you don't take 2 in a row, someone from the waitlist can take your spot. Kind of like season tickets.

5. What does Passport Guests Mean?

- If you have friends or family in town, send them our way and they get treated like a "Founder" for the day.

6. What wine will the Founder's Barrel be made from?

- At Montagne Russe we are always pushing the envelope. It can be Pinot, Cabernet, Rhone, etc. But what ever I make...it will be good and rare!

Please contact us with any other Questions: 855-GO-RUSSE or info@russewines.com